

BUY AN IDEAL HOME AND BE ASSURED OF AN INDEPENDENT FUTURE.

## South Spring Orchard

ROSWELL, N. M.

"In the New Land of the Big Red Apple"

South Spring Orchard Property is a Good Buy as an Investment or a Speculation.

OUR SELLING PLAN MAKES HOME BUYING EASY.

The South Spring Orchard is being developed in large blocks of from two hundred and fifty to four hundred acres. It is then divided into ten and twenty-acre tracts. Each large block has a water supply and a distribution system of its own, entirely independent of the other blocks. This water supply and distribution system are owned outright by the owners of the land served by them. Each well and system is incorporated, and when the land under it is all sold, all right and title passes from this company to the buyers of the land, stock in the corporation being issued at the rate of one share per acre.

The Pecos Valley Investment Company has constructed the wells and water-distributing system, graded the roads, made the contour surveys of the lands, and planted shade trees. These improvements are all included in the purchase price.

For those who would rather have the trees already set out, we generally have a few tracts already planted and well started. Or we will plant a young orchard for you and arrange to care for it, if you so desire.

The purchase price of these orchard tracts is so reasonable, and the terms of payment so easy, that only a comparatively small amount of capital is required for one to acquire a home and business in the valley.

Let Us Show You the Way

**J. F. CLEVELAND, Sales Manager**

P. O. BOX 552

115 SOUTH SECOND ST.

PHONE 776

IT'S THE SOIL

### Cardinal Lucon Writes for Associated Press on Big Social Problem of France

(Associated Press Correspondence)

Paris, Oct. 16.—Cardinal Lucon, archbishop of Rheims, whose 72 years do not prevent him from sticking to his shell-battered post, has found time to continue his campaign against the depopulation of France, a subject of which he is a recognized authority. He has written for the Associated Press views on the effect of war upon the birth rate that are particularly interesting in view of the revival of religious interest shown by increased attendance at all religious services through France.

"The origin of the question," he writes, "is obviously in childless marriages. Find out why marriages are childless and we may find where the remedy lies. Economists have pointed out debauch, unhealthy literature, alcohol, selfishness and avarice as some of the causes; they have accordingly proposed as remedies the suppression of vice, censorship of literature, prohibition of alcohol, public aid to large families with relief from military duties, insured employment, lighter taxes on fathers and heavier burdens on bachelors and childless married men.

"All these methods are good as far as they go; all should be tried, since every man who loves his country cannot be indifferent to the growth of a real vice, amounting to a social disease, which imperils not only the prosperity but the existence of a nation.

"The war will accentuate the campaign against depopulation by compelling attention to the moving down of so many men in the flower of their age, the suppression of so many sources of life. It will no doubt hasten the adoption of some if not all the measures proposed but economic methods do not take a man's soul into account; so long as the conscience is untouched so long will economic measures be unfruitful.

"Religion teaches, governs and

modifies the intimate thoughts that govern man's actions; inspires him to a duty that is imposed by the most indisputable authority—that of his Creator. It also assures to duty done a reward that infinitely surpasses in value and duration the fleeting troubles and sacrifices imposed by duty.

"Under the influence of religion obedience to the laws of the married state becomes spontaneous and generous through the most powerful personal interests that it encourages. To those that close the sources of life in order to escape fatigue and trouble or to avoid the division of inheritances and claims to their heirs lives of pleasure without work, religion recalls that the conjugal state was not instituted by the author of nature for the satisfaction of the senses or for the personal enjoyment of two persons—that man here below has other interests than those of personal satisfaction; other riches than those of the earth.

"To everyone religion shows the nobility of fatherhood which associates them with the creative power of God; thereby the contribute to the giving of life to his children whose souls are immortal and whom God destined to eternal happiness.

"Let us then rehabilitate—reinspire these religious beliefs; with them will be reborn Christian ways and with Christian ways will again come the observance, through conviction and through love, of the holy laws of marriage and of the family, and in a large proportion the rebuilding of the home.

"I do not pretend that religion may of itself cure the evil. I merely point out that therein is found for Christians the most powerful source against the evil—the most efficacious encouragement to the duty which we seek to stimulate.

"We must not forget that the task of married people is grave and arduous; the duties of parents are heavy, above all among the classes that depend on their daily work for their

daily bread. I have labored among such for twenty years and have often received the confidence of honest fathers of families who, with only their modest daily earnings to live upon, asked themselves whether they should risk having more children than they could feed. Religious considerations were the only ones that could encourage and give support to such fathers; their reliance was confidence in Providence.

"Providence makes use of secondary causes; it is the honor and duty of those who possess power and fortune to become its instruments. To the moral forces of religion material aid must be added. Legislators, employers—all those who are favored with wealth—must apply their good will to lighten the burdens of fathers of large families, help them procure the needed resources to do honor to and protect the family and make the way easy for the education of their children.

"I do not believe in radical measures that would take from every healthy man without children his rights of citizenship; that seems to be contrary to the liberty, convenience and dignity of man."

#### DARING ACTOR HAS NARROW ESCAPE FROM DEATH

A thrill not on the program, which almost resulted in a serious accident, occurred in one of the scenes of "The Brink," a four-part Mutual Masterpiece, produced by the New York Mutual Picture Corporation.

In this particular scene Arthur Maude, who plays the part of "John Grimshaw," head of a band of jewel thieves, in an effort to escape arrest, leaps into a stolen automobile and speeds away. Taking a sharp curve his car is supposed to get away from him and shoot over the side of a steep cliff.

Maude, a deft handler of an auto wheel, was carrying out the dangerous stunt to perfection when, as he took the curve, his rear wheel skidded, shot toward the side of the cliff, halted a moment and then disappeared over the side. Because of the brief time occupied Maude was unable to extricate himself and instead of jumping fell with the car.

Being a bit of an athlete and a thorough athlete, he managed to land on the ground on his feet. But in the script he was supposed to have been killed, and being a game chap, he lay there in plain view of a number of persons until the scene was "shot," despite the fact that he was suffering intense pain from a badly sprained ankle. But that is part of a screen player's work and Maude knew what the loss would be if he didn't carry his part through.

"The Brink" will be shown at the Lyric theater today and tomorrow.

All persons owing jobs in Fairview cemetery are requested to meet at the Woman's club tomorrow night at 7:30 for the purpose of discussing improvements proposed for the cemetery.

There will be fine music, a fine floor and a fine time at "G" company's dance at Armory Tuesday night.

We hit the Nail right on the Head Everytime When it Comes to Results in Want Ads. Try one to-day Yourself and see.

30

#### Y. W. C. A. Notes

In our country, in fact all over the world, for several years, a great agitation and awakening has been going on and is still going on. The one word that people have been hearing about and using and trying to find the meaning of is that word, "efficiency." What is the meaning of this word? Nearly every one has his or her definition of the word—"doing things in the best way." "All-around development in body, mind and spirit," and many more, all of which are good. Some one has defined it as getting things done faster and better and cheaper, all at the same time," but there is a far bigger task ahead, a task barely begun—the development of the mental and moral capacity of the people. Is not this efficiency of the finest type? There is a spirit in the world today at work, calling every man, woman and child to be and do the best he or she is capable of being. Human ignorance is the great ally of inefficiency and it is the person having a trained and informed mind who is master of himself and of his work, whatever it may be.

Many a young woman, without any preparation for making her way alone, is suddenly thrown upon her own resources, and, too, many business women who are expecting in a short time to set up housekeeping on perhaps a comparatively small salary, acknowledge to herself that she is a perfect stranger to the mysteries of home craft. And, do we realize a million girls in our country will leave school this year, at or before the end of the sixth grade, with education unfinished. And so it goes—these are the few types of women and girls who are wanting to do things in the best possible way, for, deep down in the heart of every woman, there is a striving want to be the finest type of womanhood, and, are, perhaps, consciously or unconsciously knocking at the friendly door over which is written "a chance for young women to learn what they need to know next." What is this friendly door? It is the Y. W. C. A., educational department, inviting all girls and women to enter and, as they leave, the last words to be heard are those magic words, "You will come again."

There is no stated course of study given to all comers. The door of the elementary grade is held open as long as she needs it. But often a girl is hungry for more than arithmetic and English. Perhaps she may want that opportunity for friendship and for culture which are among the most valuable, if not the most valuable things a girl can get. The Y. W. C. A. is ready for any girl or woman who wishes this. Will you come? Then, too, the college graduate may find the privileges of her college days extended in the educational scope of the association. The Y. W. C. A. is a university for the young woman who cannot go to college and a graduate school for the girl who has been to college. It is a natural educational center where all women may keep on current topics, economic, social and political and where she may get the latest idea in home arts or whatever she will.

In Dr. Richard Cabot's wonderful book, "What Men Love By," he says there are only four things that men live by—"Work, Play, Worship and Love"—and, as we think about it, isn't this true? The association strives to give these four things to all who will receive them and the play element is more and more being realized as being equally important as the rest. The local association is looking forward to the time when it will be able to throw open the privileges of a large recreation room where all may meet for good, wholesome, sane fun which is so essential for the development of the mind and spirit as well as for the body. At present, this side of the work may be largely given through the gymnasium class and the clubs.

The fall work is opening nicely and classes are being started. Two weeks ago the gymnasium class began under the efficient leadership of Miss Lydia Padner with an enrollment of twenty-three and three new members were enrolled last Tuesday evening. All the members are most enthusiastic over the class and it fills just the need in the lives of these busy girls and women. The Y. W. C. A. is, indeed, grateful to Superintendent Miller and the board of education for their generous and kindly spirit in allowing the association to hold its class in the high school gymnasium.

No organization can long maintain its life without a definite purpose, and our organization is a liberty to choose whatever we enjoy it will. The purpose of the Y. W. C. A. is the development of Christian character. Today the church is confirming in how terms and with new emphasis the great necessity for exalting the standards of Christ in society if it is to attain its desired goal when the kingdom of God shall be established on earth—the day when all shall know him from the least to the greatest, and all who join for that great day must help spread

the knowledge of Christ through the study of the Bible in every place. To this end, an association Bible class of six weeks has been started under the leadership of the secretary. The course is a study in the "Origin and Religious Teaching of Genesis and Exodus," meeting every Monday evening from 7:30 to 8:30 o'clock. Right are enrolled so far and it is hoped others will be sufficiently interested to join. It is free to all. Whether a woman is vexed by puzzling questions of life, or desirous of further Bible study, or hungry for a deeper fellowship with God, she may find the answer to her question as she studies alone or with others how men and women of the long ago entered into his fellowship and presence and learned the secret of friendship with Christ.

Last Friday afternoon Dr. Evelyn Frieble began a course on "First Aid to the Injured" to the "Setra" camp fire girls. This course is gotten out by the national board of Young Women's Christian associations and the National Red Cross society and is not only instructive but also very fascinating. All "high school girls," whether camp fire girls or not are invited to come into the class. At the end of the course the camp fire girls win an honor health seal and also, all who wish to take the examination arranged by the two national boards can do so, and if successfully passed, are awarded a certificate signed by the two national presidents.

(Signed) THE SECRETARY.

Looking for a job? Try a Herald Want Ad.

## OUR CLOTHES Are Better Looking

The mirror will show you the difference. We build Fifth Avenue right into them. Don't take our word or anybody's else. Slip into a Kahn-Tailored-to-stay-put coat or overcoat—one like those you see at our store with its individualistic high-tipped lapel. Strut in front of the big size-you-from-all-sides mirror.

There's just no use talking

**Kahn-Tailored Clothes**  
\$20 to \$45

HAVE THE STYLE-CRACKLE TO THEM

We are representatives for this superb line of Kahn Tailored Clothes—our shop is style headquarters. Come in and look it over.

**E. R. Stean Clothing Co.**  
218 WEST CENTRAL

Read The Evening Herald's Want Ads. They Get Results.

## CLEANING DAY

¶ A wearisome task—a day of dirt and dust.

¶ Such days are passing from most homes. Over 100,000 housewives are keeping the house clean in the 20th century way.

¶ They use the Frantz Premier Electric Cleaner.

¶ An hour's use of this cleaner is better than a day of broom and duster—better for the whole family.

¶ Boscoe eats snakes, but this little machine eats dust and dirt and takes as a relish matches, toothpicks, hair ravelings and threads.

¶ Costs but 1½ cents per hour to operate. With a Frantz Premier at \$25 you cannot afford to continue in the "old way" of cleaning. Ring up 98 and arrange with our representative for a free demonstration, terms, etc.

WE RENT THESE CLEANERS  
AT \$1.00 PER DAY

**ALBUQUERQUE GAS, ELECTRIC  
LIGHT & POWER CO.**  
Phone 98



COMPARISON OF OUR BREAD

and cakes will convince the most skeptical that we make no inferior, and it's a question even about equal. If you think we are too conceited about our baking, put us to the test by trying either our bread or cake or both. Then you'll say we are not conceited enough.

**PIONEER BAKERY**  
207 South First St

## Removal Sale

CONTINUES

The closing out of the FABER BANKRUPT FURNITURE will be continued until everything is sold, regardless of price. We do not have to vacate the store at present. We still have desirable FURNITURE, CARPETS, RUGS, BEDS, BEDDING, ETC., PRACTICALLY AT YOUR OWN PRICE.

**E. MAHARAM**

213-215 W. GOLD AVE.

PHONE 188